

# ADVERTISING RATES

- IN -

# PRINTERS' INK.

**Classified Advertisements, no Display, 25 cents a line each issue.**

If paid for in advance, 10 words or more will be inserted a year for \$2 a word, six months for \$1 a word, three months for 50 cents a word. One month for 20 cents a word. One time for 5 cents a word.

**Display Advertisements - - - 50 cents a line each issue.**

One Page	-	-	-	\$100.00 each issue.
One-half Page	-	-	-	50.00 " "
One-quarter Page	-	-	-	25.00 " "

**25 per cent extra for specified position—if granted.**

Advertisements for continued insertion may be changed in every issue, but copy must be in hand one week in advance, and the last copy will always be re-inserted when new copy fails to be received in time.

All advertisements charged by Pearl Measure.

200 lines to the page.
100 " " half-page.
50 " " quarter-page.
15 " " inch.

Every advertiser to the amount of \$10 is entitled to a year's subscription in consideration of his advertising patronage.

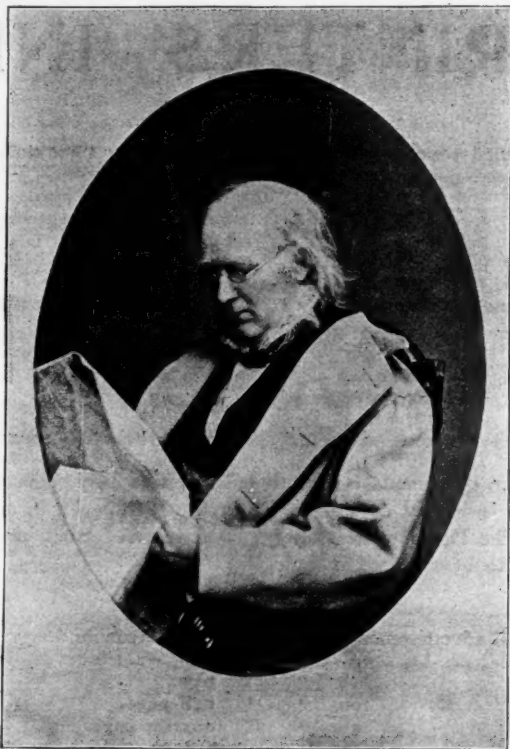
**Address all advertising orders to**

**PRINTERS' INK,**

**10 SPRUCE ST., NEW YORK.**

*February 7th, 1894.*

## "GO WEST, YOUNG MAN."



The full meaning of Mr. Greeley's oft-quoted remark was simply to emphasize the fact that opportunity, natural resources, a rich soil, all the conditions that reward labor, thrift and skill, were to be found there in more abundance and under more favorable conditions than in any other part of the United States.

If you have anything to sell which you believe is required by the people who live in Ohio, Indiana, Illinois, Wisconsin, Iowa, Nebraska, Michigan, South Dakota, or any other portion of the Great West, we commend to your attention and consideration the 1350 odd newspapers composing our Co-operative Newspaper Union Lists, which are strictly family journals, having the confidence of their readers, and in many cases the only weekly publications for their respective towns and counties.

For catalogue address

**CHICAGO NEWSPAPER UNION,**

EASTERN OFFICE:

10 Spruce St. (second floor), N. Y.

87 to 93 So. Jefferson St., Chicago.

# SATURDAY

# TELEGRAM

. . . Manchester, N. H. . . .

**Circulation Guaranteed or Money Refunded.**

October, November, December,  
January, February, March,

**50,000**  
CIRCULATION.

## 25c. a Line.

Solid or Displayed Advertisements, **25** cents a line, each insertion, 14 lines to the inch. Reading Notices, **50** cents a line, 9 lines to the inch.

**40,000**  
CIRCULATION.

April, May, June,  
July, August, September.

## 20c. a Line.

Solid or Displayed, **20** cents a line. Reading Notices, **40** cents a line. No discounts for time or space. Contracts may be canceled any time if advertisements do not pay.

### KNOWN CIRCULATION AND PROOF FURNISHED.

Uniform Rate, for Solid or Displayed Advertisements, of One-half Cent a Line for Each 1,000 of Proved Circulation. 10 per cent discount for Cash with the Order.

SATURDAY TELEGRAM CO., Publishers.

WM. M. KENDALL, Business Manager.

## TO THE PUBLISHER:

If you desire to obtain a specified number  
of due bills like this,

<b>SAMPLE.</b>
<p><b>Good to Bearer</b> FOR <b>Two Dollars.</b></p> <p>Payable, if presented before January 1st, 1896, by a year's subscription to</p> <p><b>PRINTERS' INK,</b> <i>A Journal for Advertisers.</i></p> <p>To be sent to the name and address written on the back of this due bill.</p> <p>Void if not presented at the office of PRINTERS' INK, No. 10 Spruce St., New York, within the time specified.</p>

YOU can have as many as we can agree  
upon, and pay for them by inserting an  
advertisement in your paper. If inter-  
ested, please address,

**PRINTERS' INK,**  
10 Spruce Street, New York.

## A BIG CLUB OFFER

—To SIGNAL Subscribers:

**The Crowley Signal,**

Subscription, \$1.00 per year,

**The Printers' Ink,**

Subscription, \$2.00 per year,

—WILL BE SENT FOR ONE YEAR FOR—

\$1.50 for Both Papers.

The SIGNAL requires no comment, as it is recognized among the people of Southwest Louisiana as the leading local paper of this Section.

PRINTERS' INK is the leading journal in America for the advertiser and business man, and contains a large amount of matter of interest to all classes.

In view of the low price at which we are offering the two papers it is absolutely necessary that cash accompany all orders.  
Address

THE SIGNAL, Crowley, La.

PUBLISHERS WHO WISH TO ISSUE ANNOUNCEMENTS SIMILAR TO THE ABOVE ARE INVITED TO WRITE FOR TERMS.  
Address PRINTERS' INK, New York.

# WHEN ABOUT TO ADVERTISE

**IF YOU ARE**  
AN experienced advertiser,  
who will pay when  
work is done, and know  
when faithfully served, we  
seek your patronage.  
**CONSULT US.**

**IF YOU HAVE**  
NOT a clear idea of what you  
want; have no special  
knowledge of newspapers;  
are just beginning and want  
advice,  
**WRITE US.**

**IF YOU WISH**  
TO trust our judgment, send  
copy and check, outline  
about what you want, and  
we promise you our best serv-  
ices and honorable accounting.  
**TRUST US.**

## 28 YEARS' EXPERIENCE

of uninterrupted prosperity in our  
business, earning in that time by  
square dealing the confidence alike  
of the advertisers and publishers of  
newspapers, ought to make our

*Services of value to you.*

## The Geo. P. Rowell Advertising Co.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, FEBRUARY 21, 1894.

No. 8.

## THE BOSTON POST

ESTABLISHED 1831.

**"FIRST IN LOCAL MORNING SALES."**



### Three Leading Firms Testify to The Post's Circulation.

WE have this evening visited THE BOSTON POST'S pressroom, Boston, October 7, 1893. watched its press register and the printing and delivery of its Sunday issue of October 8th, inspected its mailing list and orders, and do not hesitate to state its circulation for that date to be over 80,000 copies.

We have been offered every facility to thoroughly inspect its accounts, including its orders and receipted bills for pictures, covering this edition and all editions in September, and its orders and white paper bills for September, and we certify that THE POST'S statements of circulation—i. e., Sunday average of 82,207 for the first four issues of that edition, and a daily average of 60,711 for September—are fully corroborated by the results of our investigation.

JAMESON & KNOWLES CO., by J. F. Knowles and Milton E. French.  
BROWNING, KING & CO., by L. Fletcher.  
E. F. KAYAS, of Edward Kayas & Sons.



JANUARY     The Daily Average, 63,687  
CIRCULATION:     The Sunday Average, 79,300

# Yearlies

Of two inches or more space inserted in the 1400 papers of the Atlantic Coast Lists at the rate of quarter of a cent a line a paper per insertion.

And more than one-sixth of all the readers of the United States outside of large cities reached weekly.



One electrotype only needed. Send copy and receive proof by return mail.



ATLANTIC COAST LISTS,  
134 LEONARD ST., NEW YORK.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, FEBRUARY 21, 1894.

No. 8.

## DELAWARE.

Delaware is the smallest State, next to Rhode Island. It consists of three counties. Its population is less than half of that of Little Rhody. It has only half as many newspapers; only 40 per cent of the number of dailies. The total weekly output of all of every sort in the State is a smaller number of sheets than are sent forth every week from the office of the Providence *Morning Journal* and *Evening Bulletin*. The population of Delaware, according to the last census, was 168,493. It issues forty-six papers in all. Of these, six appear daily and thirty-one weekly. Of the dailies, five are issued in Wilmington and the other at New Castle, only five miles away. Wilmington is a brisk little manufacturing place of something more than 60,000 people, and is a port of entry.

New Castle is the second place in point of population, having a slight excess over 4,000. No newspaper in the State gets credit in the American Newspaper Directory for 1893 with issuing so many as 5,000 copies regularly. The papers of Wilmington number a total of twenty-two out of the forty-six in the whole State. The highest circulation rating in the State is accorded to the Wilmington *Sunday Morning Star*. It furnished the Directory with information that secured for it a guaranteed rating of an actual average issue of 4,561 copies. The only papers having guaranteed ratings are:

	Copies.
Dover Index, weekly,	2,455
Wilmington Christian Companion, wk'y	2,100
Wilmington Sunday Morning Star, wk'y	4,561
Laurel Gazette, weekly,	960

The following is a complete list of the Delaware papers rated as having an average issue of more than 1,000 copies:

More than 4,000 copies:

Wilmington Evening Journal,	Daily.
Every Evening,	Daily.
Morning News,	Daily.
Republican,	Daily.
Sunday Morning Star,	Weekly.

More than 2,250 copies:

Wilmington Farm and Home,	Weekly.
Wilmington Peninsula Methodist,	Weekly.

More than 1,000 copies:

Dover Index,	Weekly.
Wilmington Christian Companion,	Weekly.

It is said that the advertising rates of the Wilmington papers are lower than those of any others of similar merit in a city of equal size. The place is so near to Baltimore on the one side, and to Philadelphia on the other, that the local dailies would have hardly a living chance were it not that, in addition to the local patronage, they carry a goodly amount of Philadelphia advertising.

Wilmington, situated at the head of the peninsula, is the natural distributing point. Outside the capital city, down the peninsula, its papers circulate among oystermen, canners, saw-mill owners, fruit growers, boat-owners, boat-builders, as well as the regular inhabitants of the rural districts. The advertiser who devotes \$10,000 to Philadelphia and \$1,500 to Baltimore may judiciously set aside \$100 or \$200 to the State of Delaware.

The advertiser who is determined to make choice of one Delaware paper will hesitate between

Wilmington Every Evening,  
Wilmington Morning News.

He may not err should he take the *Sunday Morning Star* in preference to either. If he should decide to contract with all three he will have made as thorough a bid for the trade of Delaware as he is likely to make in other States, taking one with another.

The population of Delaware, small though it be, exceeds that of New Mexico or Montana; is double that of Idaho, Wyoming or Arizona, and nearly four times that of Nevada.

C. VON CULIN, president of the Von Culin Incubator Co., expresses a belief that his company is the largest advertiser in Delaware, and recommends persons who wish to advertise in that State to place their contracts through a good advertising agency.

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

In this department attention will be given to retail advertising exclusively. The intention is to make it of practical value to retail merchants, and to that end correspondence is invited. Statements of experience, queries, etc., are in order, and advertisement writers are invited to send advertisements for criticism.

### A MEMPHIS ADVERTISER.

Mr. Leo Kremer writes the ads for Kremer & Co., of Memphis. He does it well, because the ads sell goods. The principal advertising is done in the Sunday issues of daily papers and is certainly not to be commended from an artistic, æsthetic standpoint. Mr. Kremer probably does not pose as an "ad artist."

The ads are usually surrounded by a "mourning" border and divided into sections by heavy black lines. There is a large quantity of big, black type used for head-lines and prices, and the ads have a crowded, "jumbled-up" appearance—but they sell goods.

As early as 8 o'clock on Monday morning the bargain seekers begin to flock in. Often, before 10 o'clock, the doors have been closed to prevent a serious crush inside. This, notwithstanding the fact that the store is a large one and four stories high. During the holidays the doors were closed almost hourly, so great was the crowd.

I am creditably informed that retail buyers generally have full confidence in the statements made in Kremer & Co.'s ads. That and the prices are what make the ads draw. In the light of my own experience I cannot help believing that, however low the actual selling price may be, the stated values are stretched. This is common practice among dry goods merchants, though it is certainly bad policy in the long run.

Mr. Kremer's ads are full of startling head-lines, which may add effectiveness, but I doubt it. It isn't the head-lines that bring customers, it's the prices.

A plain, straight statement, with the right sort of a price at the end, will sell goods. I don't mean to say that a few pyrotechnics are not a good thing occasionally, but continual emphasis defeats its own end.

The head-lines are very good, and as Lincoln said: "If you like that kind of thing, it's about the kind of thing you will like."

Here are some extracts:

"Kremer's 7-hour sale to-morrow will make your mouth water."  
 "Tremendous, Tantalizing, Tormenting, Teasing, Tempting."  
 "Reckless closing out sale of blankets at Laughable Make-Believe Prices."  
 "Powerful, Pushing, Pounding Price Sale."  
 "The finale of winter hats."  
 "To-morrow does it all."  
 "A never-pack-'em, cut to pieces sale."  
 "All mercilessly cut! sacrificed! slaughtered!"  
 "An opportunity you dare not disregard."  
 "Astounding Advance, Opening Opportunity, Special Spring Selling."  
 "Anti-packing, blanket gift sale."  
 "Lace curtains Laughably Low."  
 "Domestic Dealers Downed—4 cts. bleached and unbleached."

As long as Mr. Kremer's ads crowd the store, criticisms are not in order. His style evidently suits Memphis. It wouldn't suit Philadelphia, and probably the Philadelphia style wouldn't do for Memphis. I am of the opinion, however, that a judicious mixture of the two would sell even more goods in Memphis, and with the added advantage of saving space.

RED BANK, Feb. 10, 1894.

### Editor of PRINTERS' INK:

Business depression has cheapened everything we buy, excepting advertising space. Why is this? E. FRENCH.

Granting that this is true, there is a reason, and a good one, for it. It rests primarily with the advertiser.

Advertising space is something that it is next to impossible to put an exact, undeviating value on. A bolt of cotton cloth costs just so much to produce. The figure varies immaterially from one year's end to another. It is worth as much to one consumer as to another. If it isn't used at all it still has a selling value.

If a dealer wishes to sell 10-cent muslin for 4 cents for one day, or one week, or one month, he can do so, and when the specified time has passed he can put the price back where it was with never a complaint. The customer who bought at 4 cents considers himself just so much ahead.

Newspaper space depends for its value very much upon how it is used.

It may be made worthless by injudicious handling. Its worth depends on the buyer as much as on the seller. If a space is bought and not used it is gone—can't be sold again.

In so much the value is unstable—uncertain. The average business man has but one idea in buying space—cutting the price down, getting it for as little as he can. He don't know exactly what it is worth, so no matter what rate is quoted he offers less, and every newspaper man knows that once he makes a cut-rate on his space he can never raise it again. If he made a concession in dull times the merchant would insist on a continuation at the same rate in good times. He would say: "Well, that's all I'll pay. If you want the contract at the same price, all right; if not, all right." About nine out of every ten publishers will take the business at the cut price.

There are publications which could make special advertising offers at special times without damaging themselves. The *Century* could do it, the *New York World* could do it, **PRINTERS' INK** has done it. The average local paper has neither the prestige nor the "sand" necessary.

#### HE HAS THE RIGHT IDEA.

In Harriman, Tenn., is a druggist who is advertising as he should. I submit four of his recent ads:

### THE BABIES— BLESS THEM,

keep on coming to Harriman because they know it is a good place to grow up in; their parents come to our store to get all the little necessities to make baby comfortable—toilet powder, brushes, puffs, nipples, nursing bottles, etc., because they know we have just what they want.

Our stock of infant foods includes all the leading kinds.

CHARLES G. KLINE,  
The Druggist.

### Are You Ready to Dye?

You ought to be. Any one too proud to wear his old clothes is too good to live—in Harriman. If you want to dye in good style, you can by getting your dye stuffs of us. We have aniline, madder, copperas, logwood, Diamond Dyes, etc.

Live in hope and dye in delight; we will all be "in it" if times stay tight.

CHARLES G. KLINE,  
The Druggist.

### Rubber Water Bottles

are fast becoming a family necessity. Don't wear yourself out heating old brick, sad-irons, etc., when you can enjoy the comfort of one so cheaply. Let us show them to you.

They are recommended by physicians and their use indorsed by everybody that ever used one.

CHARLES G. KLINE,  
The Druggist.

### UP TO DATE.

That is the kind of a drug store we have; we keep up with the times. You can't expect to find everything you want in Harriman, but if we haven't what you want in the drug line we can get it for you. Come and see.

We are especially prepared to fill physicians' prescriptions and family recipes.

CHARLES G. KLINE,  
The Druggist.

Not anything extra smart about them. They are just good every-day ads. They are plain, and well displayed and well written. I have no doubt in the world that they bring business. Each one is run without change for a week. That is wrong; they ought to change daily. There are plenty of things in a drug store to advertise. There's no dearth of material. I think that druggists as a class are below the average as good advertisers. So much more chance for the success of the ones who do advertise as they should.

#### PRESERVING ORIGINALITY.

I write advertisements for a couple of Newark merchants. A short time ago one of them said to me: "Why don't you go to see ———?" mentioning a large local advertiser; "he needs help on his ads about as much as anybody I know. They are ungrammatical and crude in the extreme."

I went, I saw and came away. Mr. ——— said that he always wrote his own ads; that he never even read an ad of any other house in his line because he wanted to preserve the originality of his own work. For the same reason he never reads the papers devoted to advertising. Furthermore, he said he was satisfied that his method paid.

His advertising has probably had some effect, but of course it would have paid better if properly prepared. After talking with him I examined his ads carefully and decided that whatever merit they possessed was in their downright honesty. That will nearly

always sell goods in spite of other imperfections.

In this connection I want to say that there are doubtless many readers of PRINTERS' INK who have methods and ideas peculiar to themselves—methods and ideas that have been successful, and for that reason are good beyond all peradventure. I would be glad to hear from any such, with samples of their ads and statements of their experience with them. Such things have the advantage of reality. They are better than theories.

I will be glad to answer any questions that I can and to make suggestions and criticisms when they are desired in the paper or privately. I want this department to be useful and practical, and will be pleased to receive suggestions to that end.

(For Watches—By F. A. Schneider, 308 W. Fourteenth st., New York).

## TIME

Is illusive—now you think you have him and now you haven't. The only thing we know of that can be absolutely relied on for keeping time is the RIGHT-TO-A-SECOND WATCH. 'Tis as unvarying in its regularity as the sun

## AND THE TIDE

Many a one, for want of a good "time-keeper" has missed a golden opportunity out of his life—time and tide, you know,

## WAIT FOR NO MAN

and a minute too late is as bad as a year. The RIGHT-TO-A-SECOND WATCH is a first-rate preventive of delay.

(For Millinery—By H. C. Earles).

**A** Handsome Face attracts universal attention. The same is also true of a handsome hat or bonnet. Our store has gained the reputation for being headquarters for every thing new and handsome in Millinery. We invite an inspection of this season's styles.

(The Babies' Wear—By F. A. Schneider, 308 W. Fourteenth st.).

## A BABY'S RIGHTS.

What they are or are not, is a subject of discussion among the wisest parents. There's one point, however, on which all agree—that is, his right to be well and comfortably clad.

## AND OUR PRIVILEGE

it should be to offer suggestions as to the best methods of doing this. A look through the Babies' Wear Department of our store will prove how thoroughly justified we are in claiming this privilege; for nothing that the most loving mother could wish in the way of dainty "wearing apparel" for her little one is wanting here.

(For a Druggist—By E. L. Couillard).

## DESIRABLE CHAPS

always find a welcome among the maids; but the chaps born of the frosty winds receive a cold reception. At this season the winds are especially cruel and make one's skin dry and hard, producing roughness, chaps, etc. There is no remedy like

## "GLYCERINE CREAM"

to soften, heal and delicately perfume the skin. It leaves no greasy or sticky feeling, and gloves may be immediately worn. It is a luxury for gentlemen after shaving.

## PALACE PHARMACY.

(For any business—By H. C. Earles).

We were not awarded a medal at the World's Fair

because our goods were not on exhibition there; but our customers tell us that every article purchased at our store has proven to be exactly as represented. This indorsement we consider more valuable than a car load of medals, and our constant aim will be to merit the enduring confidence of our patrons.

(For an Optician—By "Fet").

## Looking Backward

is no more difficult to some people than

## Looking Forward

is to a good many who have neglected their eyes. If your sight is dimming look to it at once. Go to

## STOP & LOOK, Spectacle Specialists.

(For Harness—By C. A. Bates).

## HAND-STUFFED LEATHER.

You probably don't know the difference between hand-stuffed and machine-stuffed leather. We do—that's the reason we always use hand-stuffed. It is softer, more pliable, more durable, more expensive.

You can get harness for less than we charge—but it isn't as good harness, won't look as well, nor last as long. Take your choice.

## W. B. SMITH & CO., Harness Makers.

(For a Butcher—By J. McKendrick, Room 20, 115 Nassau st., New York).

Some have meat who cannot eat. Some can eat who haven't meat. But we have meat and we can eat. So let ——— be thankful.

## BY AUCTION.

*By John Manning.*

The auctioneer is the product of a civilization where spendthrifts abound who live beyond their income, and shares in this respect the same origin as the pawnbroker, with this difference: both being founded to supply a present necessity, the pawnbroker was originally of a benevolent purpose, and was first inaugurated in monasteries to lend money to the poor on personal property, without interest and redeemable at the convenience of the poor. Good value and occasional further advances were made in harmony with the benevolent intentions. Six of these still continue the original business in Europe, but there are none in the United States conducted on this basis. The auctioneer simply took possession of the personal effects of those needing ready money, and sold them at once, and transferred an absolute title to future ownership. This the pawnbroker can never do. Stolen goods, if sold by a pawnbroker, do not transfer ownership.

Honesty and real ability in the auctioneer calling have elevated it into a commercial standing of the highest usefulness, and real estate now finds in the auctioneer a most useful and honorable service. Our own Anthony J. Bleeker, who adorned the auctioneer's calling in New York City, greatly extended the business of selling real estate by auction. An honorable and strictly honest man gives dignity to any calling, and the auction business in the United States is one of the most popular methods of selling anything and everything. When it is known that one-sixth of all the pianos made in the United States are sold at auction, it cannot be superfluous to discuss the resources and advertisements of auctioneers, and with it the devices of the "mock auctioneers"—a kind of green-goods fakirs who keep, as part of their stock in trade, professional bidders to assist in swindling the public. The bidder in the mock auction sale disappears when a victim appears, and only reappears to enhance the price of worthless articles.

A London auctioneer—in 1820—undertook to guarantee the sale of a very old estate at over one-third more than could be obtained at private sale. The estate was known as Fonthill Abbey. Two million five hundred

thousand dollars were offered for it at private sale, including fixtures, furniture and art treasures. George Robins, an auctioneer and a young man of education and genius, advertised the place for about sixteen months before the time of sale, to the amount of about \$10,000. He prepared a catalogue of its art treasures, and sold 15,000 at one guinea each.

The sale began October 1, 1820, and lasted thirty days. The auctioneer sold the estate at \$1,000,000 and the art treasures at \$7,500,500. The catalogues sold for \$82,500. The advertisements are marvels of genius, and have been commented on by Lord Brougham, Macaulay, Sheridan, Byron, Thackeray, Dickens and many others. The same auctioneer attempted a similar effort in 1851 for the Duke of Buckingham, and was nearly equally successful. George Robins deserves a notice as the most skillful advertiser that ever lived. He died in 1856.

In Pepys' Diary, under date of November 6, 1660, may be found the following reference to a sale by auction: "To our office, where we met all, for the sale of two ships by an inch of candle (the first time that ever I saw any of this kind), where I observed how they do invite one another, and at last how they all do cry, and we have much to do to tell who did cry last. The ships were the Indian, sold for 1,300l. and the Half-moone, sold for 800l."

## ADVERTISING THE FLOWERS.

*By Osborne Stoddard.*

This peculiar class of spring goods has developed an advertising art of its own. There are always two principal points to be made at the same time. The first is to reach and supply the existing market for "standards." The second, of equal importance, is to create a demand for novelties. Each effort can be made to help the other; but this requires skill, and the adepts have, here and there, become prominent by their tremendous successes. When handling a necessity the advertisement should carry on its face a sort of guarantee of solid worth. After which the quality of the goods furnished to buyers will go far towards deciding whether or not they will come again.

An entirely different set of circumstances is to be met with in advertis-

ing the novelty. It is a stranger, requiring to be introduced. The customer has never felt a need of it, but the advertisement must make him aware of just that need. The cost of this article must be made to appear so insignificant in comparison with its inestimable value that the money will burn in his pocket till the exchange is made.

As is well known, the outlays by our florists for placing their offers before the eyes of the buying public are enormous. Their illuminated circulars are positively dazzling and lavishly expensive. They have succeeded, year by year, in actually creating a general hunger for novelties as novelties.

Weeklies and monthlies are the preferred mediums in this line of advertising. These, besides showing up the novelty, act as an introduction to the general stock by opening the way for the catalogue.

#### PRINTERS' INK.

Some praise the wine with ruby showing,  
Or sherry's amber glow,  
Champagne with opal hues aglowing,  
Or the beer with crest of snow.

To some, the springs from hillsides flowing,  
Are best of all, they think,  
But to beat all other fluids going  
Depend on printers' ink.

For printers' ink has power surprising,  
As we can prove to you,  
Send to us your advertising,  
And SEE what it will do.—*Exchange.*

MR. A. C. GRAW has bought the Camden, N. J., *Gazette*, and proposes "to put lots of 'ginger' into it."

A MAN in the Wautauga Valley, Tenn., advertises to exchange silverware for a "baby buggy."

#### Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

#### WANTS.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

ADVERTISE at 15 cents a line in THE JESTER, Rochester, N. Y. It beats them all.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

YOUR autograph signature engraved for 25c. Sent postpaid. THE BEE, Peoria, Ill.

ALL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

ADV. writer of ability desires position as adv. mgr for business house. "J.C.," Printers' Ink.

AGENTS wanted. Samples and terms free. Send 6c postage. SWANK MFG. CO., Fremont, O.

1,000 LADIES' addresses (93), answers to ad with money \$3. C. J. BARLESS, Rose N. Y.

WANTED—Second-hand printing press, 12x19. Must be cheap for cash. Address J. L. WETZEL, Fieldhome, N. Y.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

EVERY person troubled with corns, bunions or warts to send for free sample bottle of Persian Corn Cure. M. COHN, 322 W. 51st St., N. Y.

PUBLISHERS desiring to increase their advertising patronage are invited to send descriptive matter (circulars, etc.) to "UP-TO-DATE," care Printers' Ink.

EXPERIENCED all-around young newspaper man, desiring change, wants position as editor of daily or weekly. C. F. HINCHLIFFE, Enquirer Office, Cincinnati, O.

ANY one who wants a good writing-machine can save time, money and vexation by getting the best—a Remington, of course. WYCKOFF, SEAMANS & BENEDICT, New York.

\$500 FOR \$1. Just the thing for advertisers to give away. Our Premium Coin Book, with prices paid for old coins. Your ad on front and back. Sample, 10c.; \$6 per M. OUR HOME, Rose, N. Y.

ANY one desiring editorial assistance—political, industrial, agricultural, etc.—write to address below. Would take charge of one or more advertising sheets, insurance or trade. "ORLANDO," care Printers' Ink.

DO you want a snap! A complete book, job and newspaper office, doing the Arkansas State printing and having a general patronage, is offered for sale at a bargain on easy terms. For particulars address ROBT. W. LEIGH, Morilton, Ark.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

COMPETENT all-round newspaper man, with experience in Boston, New York and Washington, is open to an offer from a daily or weekly paper. First-class editorial and special writer, paragrapher and newsgatherer. Able to take full charge. "LOGAN," care Printers' Ink.

AT LESS THAN FIVE CENTS AN INCH we offer in our half hundred fine half-tone cuts, used in our art publication, *Ideal Masterpieces*. Many are copies of famous paintings. Just the thing for attractive advertising. Send 10 cents for proofs and prices. GRIFFITH, AXTELL, & CADDY CO., Holyoke, Mass.

CIRCULATION—Position wanted by a man who has had 5 years' experience as circulation manager on big city daily. Also well versed in all branches of counting-room work. Would prefer going South, or west of Chicago. Highest testimonials. Address B. E. SPENCER, 150 Summit St., Cleveland, Ohio.

WHAT can we do for you in Washington! Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 915 F St., N. W., Washington, D. C.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

#### ADVERTISING AGENCIES.

ALL indorse ST. NICHOLAS.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 105 W. 14th St., N. Y.

**NEWSPAPER Advertising and Purchasing Agency.** 19 East 14th St., New York.

**ADVERTISING.** City and country papers. See GEO. W. PLACE, 52 Broadway, N. Y.

**100 LEADING dailies,** circ. 6,000,000; \$9 rate. **FLETCHER ADV. AGENCY,** Cleveland, O.

**USE a Remington Typewriter,** and thus advertise your enterprise and the possession of modern facilities.

**If you have in mind placing a line of advertising anywhere,** address B. L. CRANS, Room 4, No. 19 Spruce St., N. Y. City.

**If you intend to advertise in any manner in the D. C.,** consult us. **HERMAN J. MARTIN CO.,** 1902 7th St., Washington, D. C.

**If you wish to advertise anything anywhere at any time,** write to the **GEO. F. ROWELL ADVERTISING CO.,** 19 Spruce St., New York.

**HICKS' Newspaper Advertising Agency,** WILLIAM HICKS, proprietor, 150 Nassau St., New York.

**A LIVE** Washington letter in exchange for advertising space in your paper. Write us. **HERMAN J. MARTIN CO.,** 1902 7th St., Wash., D. C.

**CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY,** 113-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

**CONGRESS** is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. **HERMAN J. MARTIN CO.,** 1902 7th St., Washington, D. C.

**THE INTER-STATE ADVERTISING AGENCY,** of Kansas City, Mo., enjoys unusual facilities for handling any amount of advertising—can name the lowest rates and guarantee satisfaction. Write us—send your list and "copy."

FOR SALE.

**ADVERTISING space in ST. NICHOLAS.**

**GOOD** returns result from advertising in **THE EPITOMIST.**

**\$1 BUYS 4 lines** 50,000 copies proven. **WOMAN'S WORK,** Athens, Ga.

**A \$100 typewriter** at a big bargain. Never used, best make. **G. FAIRFIELD,** Wind Gap, Pa.

**REMINGTON STANDARD TYPEWRITERS**—a good investment for any one. **WYCKOFF, SEAMANS & BENEDICT,** 327 Broadway, N. Y.

**50,000 6x9 colored or white circulars,** \$15, or 100,000 for \$25. Catchy display and new type. **LONDON FIG. CO.,** Columbus, O.

**FOR SALE**—7x11 Pearl press, 25 fonts job type, stand, job and news cases, thirty-five pounds body type, etc. Cost \$250. All new, and a bargain. **CHAS. E. ROOKS,** Martin, Tenn.

**HANDSOME illustrations and initials** for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. **AMERICAN ILLUSTRATING CO.,** Newark, N. J.

**NEW newspapers.** A list of the names of the new newspapers started each week, furnished on application. For terms address **RIDGE MFG. CO.,** Box 375, Ridgewood, N. J.

**FOR SALE**—A new card game. Copyright, engravings, plates and stock. It is ingeniously arranged and has a "catchy" name. Retail at 50c. Sample pack and particulars, 50c. "PROF," Drawer 17, Dwight, Ill.

**FOR SALE**—125,000 original letters, Dec., 1891, to Oct., 1893, from coin collectors. Also 12,000 agents' letters, 1892-93. Wanted offer for 30 days' copy or outright sale. **U. A. & M. AGENCY,** 7 Barclay St., N. Y.

**WHEATLEY'S READY-MADE ADVS** for grocers and hardware dealers. The best for the money. Original, attractive, business-bringing. For prices and free sample adv't send bus. card and 4c. to **E. A. WHEATLEY, Ret. Dept. M.,** Chicago.

**CAMPBELL country cylinder press,** size 28x46; imposing stone, 36x60; two small jobbing presses, complete newspaper plant, for sale to close an estate; one-fourth original cost. All or any part. Easy terms. "BAILEY," 100 W. 27th St., New York City.

**If you are an advertiser, stop.** One chapter in **Fowler's Building Business** is worth \$3.75. I have 48 chapters, bound, equaling \$33.75, or \$180.00. For the month of February I will sell same for \$2.00, postpaid. Profit to you, \$178.00. Answer at once. **E. B. CLARK,** 1609 Curtis St., Denver, Colo.

**FOR SALE**—A publisher, whose time will be occupied with interests in Central America, will dispose of all or a part interest in a daily and weekly newspaper, in a rapidly growing city of 20,000. Business aggregated nearly \$18,000 in 1893. Machinery modern and equipment first-class. Address "GOOD PLANT," care Printers' Ink.

**HERE'S velvet** for somebody. For sale, a first-class weekly in a first-class town, with a first-class subscription list and a first-class advertising patronage. Also a first-class job establishment—cleared \$5,533.50 on it last year. A new electric motor goes with 'em—also my good will. Another business requires my time and money. Address **J. G. HOLMES,** Buchanan, Michigan.

STREET CAR ADVERTISING.

**WRITE TO FERRE**, First National Bank Bldg., Hoboken, N. J.

**A. J. JOHNSON,** 261 Broadway, New York. Get his figures.

**BIG inducements** for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. **COHN BROS.,** Temple Court, N. Y.

TO LET.

**ADVERTISING space in ST. NICHOLAS.**

**REMINGTON Standard Typewriters,** 327 Broadway, New York.

**TO LET**—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address **GEO. F. ROWELL & CO.**

BOOKS.

**DANGER SIGNALS,** a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK,** 10 Spruce St., New York.

**90 IDEAS** on advertisement composition is a 96-page pamphlet showing ninety different ways in which the same newspaper advertisement can be displayed. Advertising managers, publishers, editors and others should have a copy. Sent by mail for 25 cents. Address **THE INLAND PRINTER CO.,** publishers, 316 Monroe St., Chicago.

SUPPLIES.

**VAN BIBBER'S** Printers' Rollers.

**THE EPITOMIST** gives circulation to its patrons.

**ZINC** for etching. **BRUCE & COOK,** 130 Water St., New York.

**ADVERTISING supplies** business when nothing else will. Try **ST. NICHOLAS.**

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.,** L'v'd, 10 Spruce St., New York. Special prices to cash buyers.

**PAPER DEALERS**—**M. Plummer & Co.,** 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**CHECK THE INSERTIONS OF YOUR ADS**—For \$2.50 per 100, or \$5.00 per 1,000, I will furnish cards which are the simplest and most complete method of keeping track of the insertions of your advertisements ever invented. The **GEO. F. ROWELL ADV. CO.** have used them for the past twelve years. Address **WM. JOHNSTON,** 10 Spruce St., New York.



## ADVERTISEMENT CONSTRUCTORS.

## ST. NICHOLAS.

**W**HEATLEY'S R.-M. Advt. See "For Sale."

**25** CTS. in stamps bring you sample ad if sent to M. BOARDMAN, 244 Frank'd Av., Phila.

**W**HEATLEY'S R.-M. Advt. See "For Sale."

**C**HARLES AUSTIN BATES, New York, 620 Vanderbilt Bldg. Ads, circulars, catalogues. Original ideas—plain English—sales.

**B**IZ, 57 King St. W. Toronto, Ont. Money offers for sample business ads. Open to everybody. Try your hand. Write for particulars.

**M**Y ads for retailers cost \$1 now. They're worth every cent of it, because they're "different from other people's." Send \$1 and see the difference. BERT M. MESS, Lock Box 383, Bkln.

**A** MAN can get along without advertising; so can a wagon without grease, but it goes mighty hard. I furnish axle grease for business in the shape of ads, primers and circulars. C. HUTCHINSON, Box 617, Chicago.

**"B**OOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. Second edition. Price \$1.00, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

**I**'VE read medicine quite a little, and I write good medical circulars and ads. Been writing quite a number lately—willing to write more. Price depends on what you want. Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Circulars that sell medicine."

**C**AN'T work miracles, but I can charge ads with a kind of verbal magnetism that will attract trade to *worthy* wares. Can't hypnotize people and make 'em turn their ducats into your coffers without some kind of equivalent in return—don't want to—but I can prepare market-making ads. Circulars, booklets, business jingles, locale, paragraphs, catch phrases, etc. What's your line? JED SCARBORO, Box 63, Station W., Brooklyn.

**RETAIL SHOE SELLERS**—For the purpose of introducing my work to 50 retail shoe dealers, I have prepared a series of twenty ads applicable to any shoe business. Exactly 50 sets of these ads have been printed. I don't think I'll print any more, so if you want a set send along \$2 pretty quick. If you don't like them send and get your money back. I think you'll like them well enough to become a regular customer at regular rates. That's what I'm after, anyway. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

**T**HERE will always be people who will be satisfied with ready-made clothing and ready-made medicine and ready-made ads. Ready-made things are better than none, but there are better things. There's a demand for made-to-measure clothes, for special treatment in medicine, for special writing in business. I make ads to order—I'll make five samples for any retail business for 45c, or two samples for 35c. If you like them and want a good many more, I can make quite a reduction. If you don't like them—your money back. If you are outside the retail business send for an estimate. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

## ADDRESSES AND ADDRESSING.

## ST. NICHOLAS.

**I** HAVE a list of 25,000 names and addresses of the best mail buyers in West Virginia. Will send you a copy for \$10. Order at once. D. S. GUTHERIE, Kingwood, West Virginia.

**E**NVELOPES addressed, \$1 per thousand; lists of names furnished at low cost; circulars written on typewriter, \$1.25 per hundred. G. P. VAN WYE, Masonic Temple, Chicago.

**P**ERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 35 words or less, under this head once for one dollar. Cash with order.

## ILLUSTRATORS AND ILLUSTRATIONS.

## ST. NICHOLAS.

**W**OOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

**D**ESIGNS, sketches and illustrated ads drawn. E. LUTZ, 165 West Ave., Buffalo, N. Y.

## SPECIAL WRITING.

**S**AVE money and get time to write locale by using my confidential "ed. copy." Politics to suit. G. T. HAMMOND, Newport, R. I.

## NEWSPAPER INSURANCE.

**I**NSURE present and future business by using ST. NICHOLAS.

**O**N CIRCULATION—What made London *Tit-Bits*? How did *Answers* reach 700,000? *Pearson's Weekly* nearly a million! *New York Press and Advertiser* increase 300 per cent in a year! Only one answer—FREE INSURANCE! THE COUPON COMPANY, No. 173 Broadway, New York, is the only agency in the United States for making contracts with newspapers for use of coupons. Write or call. Always happy to confer with business managers.

## PREMIUMS.

**"B**OX o' Brownies" (rubber stamps, retail 25c.). EAGLE SUPPLY CO., New Haven, Ct.

**O**UR catalogue has the best premiums. HOME BOOK COMPANY, 143 Worth St., New York.

**S**EWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

**ST. NICHOLAS** celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

**NEWSPAPER** premiums. The latest ideas in parts and complete books. ARIEL BOOK CO., 1113 Market St., Philadelphia.

**PREMIUMS**—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

**NEWSPAPER** premiums, new, beautiful, cheap. Exclusive to one paper in each place. THE CURRENT PUBLISHING CO., 1430 South Penn Square, Philadelphia, Pa.

## MISCELLANEOUS.

## ST. NICHOLAS.

**E**PITOMIST, E-pit-o-mist. A maker of epitome.

**V**AN BIBBER'S Printers' Rollers.

## ELECTROTYPES.

**W**. T. BARNUM & CO.'s New York office for the convenience of their patrons in New York and vicinity has removed to Room 1313 of the new Vanderbilt Building.

**A**DVERTISING ELECTROTYPES. Patent light-weight metal blocks. Best work. Prompt service. Wood or metal. WM. T. BARNUM & CO., Electrotypers, New Haven, Conn.

**C**ELLUTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutypes and cellutype machinery manufactured by the F. W. DORRMAN CO., Baltimore, Md., U. S. A.

## BILLPOSTING AND DISTRIBUTING.

**\$3.00** PAYS for mailing 3,000 circulars and gives you two-inch adv. free for 3 months in AGENTS' FRIEND. Address DECKER ADV. BUREAU (Room 3), Smith Bldg., Boston.

**P**RINTED matter and circulars of all classes reliably distributed from house to house in any part of the U. S. Write for terms and particulars. UNITED STATES MUTUAL ADVERTISING ASS'N, 112 Dearborn, St., Chicago, Ill.



## THEATER PROGRAMMES.

ADVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address ADOLPH STEIN, 113 E. 14th St., N. Y.

## ADVERTISING NOVELTIES.

ADVERTISING rates invariable in ST. NICOLAS.

MAZZAROTH—Beautiful calendar in colors. Send stamp. BIGGS, Box 645, Louisville, Ky.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

INCREASE your circulation or sales by using our greatest of all advertising schemes. Adapted to sell anything anywhere. "D. S. H.," Alburch Springs, Vt.

MY CABINETS for electrotypes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. HEBER WELLS, 8 Spruce St., New York.

1,000 LETTERS (postage \$30) are more effective than 10,000 circulars (postage \$100). Best fac simile copies of letters are made by ALBERT B. KING, 89 William St., N. Y.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar.

## ADVERTISING MEDIA.

EPITOMIST, E-plt-o-mist. A maker of a brief and compact treatise.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE, 25c. a line. Send for copy. 78 Reade St., N. Y.

COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

WANTED—Every advertiser to examine THE DAY, New London, before placing advertising in Eastern Connecticut.

ADVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CRIFE'S COMMERCIAL REPORTER, Marion, Ind.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE Church Press Association, Incorporated, publishers of twenty Church Magazines, combined circulation, 25,000. Samples and rates on application. 10 S. 18th St., Phila., Pa.

HOMES AND HEARTHS is a winner for advertisers; 50,000 monthly; put it with the "pullers." 40c. line, yearly, 5c. Send to WAITENBERG'S AGENCY, 21 Park Row, N. Y.

TO extend your Canadian business use the Dominion Newspaper List (89 papers). Rates very moderate. Features liberal. Address CANADA READY-PRINT CO., Hamilton, Ont.

ADVERTISING in newspapers of "known circulation" means "business." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 103 W. 14th St., N. Y.

THERE are very few concerns that have or can hope to have over 5,000 customers. This seems to be about the limit of an ordinary trade. If this is true, then it would seem a reasonable proposition for every thrifty business to have a medium of communication between that business and their customers—in which to say all (and more) that their traveling salesmen are instructed to say and in which to illustrate changes of styles and prices and recommendation of their goods, etc., etc. In other words, a paper such as can be furnished by W. P. WHEELER, 133 Nassau St., N. Y. You can't beat common sense, and this is common sense. Try it.

EVERY manufacturer of farming implements should know, as every one who has tried it does know, that there are more benefits to be derived for the money expended from advertising in the AMERICAN FARMER AND FARM NEWS than from any other journal of its class in America. This because its circulation is larger than that of any other monthly farm paper; because its entire clientele is progressive; and because the ad rates are the lowest of any paper of its class having a circulation anywhere approaching it in extent and character. GEO. S. BECK, 103 World Bldg., New York City, Eastern manager.

## HOW A BRILLIANT IDEA MISCARRIED.



Proprietor of Patent Medicine—Ah! That's what I call advertising! Just wait till they get on the Avenue.

## NEWSPAPERS AND PERIODICALS.

*Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 35 cents a line. Must be handed in one week in advance.*

### CALIFORNIA.

**THE LOS ANGELES TIMES**, So. Cal.'s great paper. Sworn circulation exceeds 13,000 daily.

### CONNECTICUT.

**THE RAMBLER** Bridgeport, Conn., pays advertisers.

**LADIES' HOME JEWEL**, New Haven, Ct. A High-Class Magazine. Will pay advertisers.

**The Household Pilot**  
**and Modern Queen**, New Haven.  
Circulation extends into every State and Territory.

### DISTRICT OF COLUMBIA.

**ALERT** advertisers advertise in **KATE FIELD'S WASHINGTON**, Washington, D. C.

**DISTRICT OF COLUMBIA**—In its issue of February 28th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of the District of Columbia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

### FLORIDA.

**FLORIDA**—In its issue of March 7th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Florida?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

### GEORGIA.

**THE ENTERPRISE**, Smithville, Ga., all home print; 1,000 subscribers.

**GEORGIA**—In its issue of March 14th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Georgia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

### IDAHO.

**IDAHO**—In its issue of March 21st **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Idaho?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

### ILLINOIS.

**CHICAGO**—In its issue of March 28th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Chicago?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

### INDIANA.

**EPITOMIST**.

### KENTUCKY.

**STOCK FARM**, published at Lexington. "The Hub of the Horse Universe."

### MASSACHUSETTS.

40 WORDS, 6 times, 50 cents. **ENTERPRISE**, Brockton, Mass. Circulation, 7,000.



ON THE WAY TO THE AVENUE. (Wetting up.)

**NEW BEDFORD (Mass.) JOURNAL.** Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

**MICHIGAN.**

**FREE** Will insert your ad free if we don't prove 30,000 every month. Rate, 10c. a line. Once a Month, Detroit, Mich.

**MINNESOTA.**

**MINNEAPOLIS TIDENDE** has the largest circulation of any Norwegian-Danish paper in Minnesota.

**ST. PAUL GLOBE**, daily, 22,000; Sunday, 30,000; weekly, 30,000. Eastern office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

**The Housekeeper, Minneapolis, Minn. Woman's Home Paper. Pays Advertisers.**

**MISSOURI.**

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1856. Circulation 35,000. Brings results.

**THE HOME CIRCLE**, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

**MEDICAL BRIEF**, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

**NEW JERSEY.**

**THE EVENING JOURNAL,**

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, ---- 15,500.

Advertisers find IT PAYS!

**NEW YORK.**

**ST. NICHOLAS.**

**THE Le Roy (N. Y.) GAZETTE** is a first-class weekly newspaper.

**THREE** trial lines 25c. in Watertown (N. Y.) **HERALD**—30,000 readers.

**FOR** any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

**NEWBURGH, N. Y.** Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

**ALBANY, N. Y.** **TIMES-UNION**, every evening, and **WEEKLY TIMES** reach everybody. Largest circulation. Favorite Home paper.

**A COMPARISON**

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

**ADVERTISERS** "Keep your eye on **GODEYS**"

because the reading public are getting, through us,

"**2** for the price of **1**,"

which means—"Practically your choice of any American Periodical **Free**."

**NORTH CAROLINA.**

**Our Southern Home**, 40p. mo. Immigration Journal. Cir'n large, advg. rates low. Hamlet, N.C.

**PENNSYLVANIA.**

**Pittsburgh PRESS** has the largest circulation rating of any daily in that city, viz: 40,964.

**PARK'S FLORAL MAGAZINE**, Libonia, Pa. Monthly 100,000 proved circulation. Advertising office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

**RHODE ISLAND.**

**THE NEWS**, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

**WASHINGTON.**

**SEATTLE TELEGRAPH.**

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**WISCONSIN.**

**FOR** reaching the German Catholics in Wisconsin, take the **EXCELSIOR**, Milwaukee.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

**MANITOBA.**

**THE MANITOBA** (Monthly Magazine), Winnipeg, Man. Circ. 3,116; largest, 5,000. 25c. a line.

**SOUTH AND CENTRAL AMERICA.**

**PANAMA STAR AND HERALD**—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 37,000. **ANDREAS & CO.**, gen. agents, 52 Broad St., N. Y.



ONE HOUR LATER.

—Puck.

## SPECIAL OFFER.

Subject to withdrawal without notice.

Every publisher of a newspaper who believes that it would add to his own prosperity if most of his advertising patrons, and those who ought to be or to become such, should have the benefits of the weekly teachings of "The Little Schoolmaster in the Art of Advertising"—PRINTERS' INK—is hereby informed that if he desires to personally exert himself to that effect he may procure a specified number of coupons, like the one shown on this page, and pay for them by inserting an advertisement in his own paper.

This will enable him to extend more liberal terms to the subscribers whom he obtains than he would be likely to offer if the coupons were to be paid for in hard cash.

It will also enable him to offer to club PRINTERS' INK with his own paper on such terms and conditions as shall seem to him proper and wise.

When every advertising patron of every local newspaper has

<b>SAMPLE.</b>
<p><b>Good to Bearer</b> FOR <b>Two Dollars.</b></p> <p>Payable, if presented before January 1st, 1896, by a year's subscription to</p> <p><b>PRINTERS' INK,</b> <i>A Journal for Advertisers.</i></p> <p>To be sent to the name and address written on the back of this due bill.</p> <p>Void if not presented at the office of PRINTERS' INK, No. 10 Spruce St., New York, within the time specified.</p>

acquired the habit of absorbing the hints and instruction on the subject of advertising that are so freely given in every issue of the little paper, PRINTERS' INK, then every publisher will have occasion to observe that his patrons are week by week becoming more intelligent advertisers. As a consequence of this growth in intelligence in the practice of the art, it will be noted that as his patrons become better instructed they will, to about the same extent, become more *liberal* patrons of his paper, which, from its position and character, is able to offer them the most efficient aid in cultivating the particular field of trade upon which they are compelled to rely.

Under certain circumstances it is permissible for the publisher of a newspaper to *present* a valued advertising patron with a year's subscription to PRINTERS' INK. Persons deeply educated in the postal laws have discovered that this sort of transaction is just as legitimate as the common one of presenting a

New Year's calendar or a carrier's address. It is, in fact, just as legal as kissing the baby.

Let every newspaper man, therefore, who believes in adding to the attractiveness of his own advertising columns and extending the educational influence of PRINTERS' INK, look over his field and make up his mind how many subscribers he will be able to obtain.

Let him also charge his mind further with the fact that a year's subscription to PRINTERS' INK costs the considerable sum of \$2.00.

If the publisher who has proceeded so far as to count up the number of probable subscribers he can obtain, will thereupon multiply that number by two, he will thereby ascertain how many dollars the transaction will involve. If he will then turn to his own advertising rate-card (by the iron-bound terms of which every newspaper man is known to be held as firmly as in a vise), he will ascertain how many lines or inches of advertising that card will admit of his inserting for a full year in payment for the number of subscribers expected to be secured.

He will then be able to write to PRINTERS' INK and express a willingness to undertake to procure, let us say, six subscribers (or sixty, or more or fewer), and to offer to purchase, let us say, six coupons, like the sample shown on the opposite page, each one being good for a year's subscription, as stated. Six coupons, at the established price of \$2.00 each, amount to a total of \$12.00. This sum he will offer to pay by inserting an unobjectionable advertisement, to be submitted in advance for his approval, occupying space of, let us say, — inches or lines, and to appear in every issue of his paper or papers as specified for the period of a full year.

He should at the same time further agree to mail his papers regularly to the advertiser during the time that his advertisement appears, not failing to specify that the advertisement sent in answer to his proposal shall not be one for which he has formerly received, or is at present likely to receive, an order to be paid for in cash.

On the receipt of such a proposal the publishers of PRINTERS' INK will respond at once, and in all cases where they find it inexpedient to comply exactly with the proposal made, will promptly tell the applicant just what they *are* willing to do.

Every publisher of a newspaper who is interested is invited to address PRINTERS' INK, No. 10 Spruce St., New York, stating exactly what he wants and exactly what he is willing to do.

His application shall, in all cases, have careful consideration and prompt reply.

A publisher may judiciously avoid writing a long letter by simply referring to this announcement, and saying, "I want so many coupons, and in payment will give so much space for a year," stating plainly how many coupons are wanted and how much space will be given.

This offer of subscriptions to PRINTERS' INK, to be paid for in advertising, is subject to withdrawal without notice, but all orders accepted previous to such withdrawal will be fully carried out.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS,

OFFICES: NO. 10 SPRUCE STREET.

NEW YORK, FEBRUARY 21, 1894.

## PRINTERS' INK'S CIRCULATION.

Average for last 13 weeks,	-	13,161 copies
Last issue,	-	14,500 copies

ADVERTISEMENTS are tools for carving success. Dull tools make bad jobs.

THE merchant who says that "advertising does not pay" does not advertise. That is how he happens to know.

THE Washington (D. C.) *Star*, in the year 1893, carried 600 columns more advertising than it did in 1892. If there is a daily paper that shows a better record PRINTERS' INK will be glad to know it.

EVERY advertiser does some advertising that pays and a good deal that don't. That which does pay has to carry and be responsible for that which does not pay. Mr. Advertiser, this is a great thought, and one that you will do well to ponder on.

A MR. SCARBORO, an advertisement writer in Brooklyn, asserts that he has the power to "charge ads with verbal magnetism." In one instance it is reported that his charge for the ad made the advertiser wince. He afterwards admitted, however, that it electrified his business.

MR. ALBERT HARPER, of Anderson, Ind., attempts to make a living as broker for the purchase and sale of newspapers. It would be interesting to know if he can meet his postage bills from this sort of business. Mr. Harper states that "Anderson is in the center of the great natural gas fields," but does not assert that that fact affords him any essential aid in furthering his plans.

THE paraspermatic, paralleloiped who publishes the pitiful Montgomery (Ala.) *Journal*, has recently started in to call PRINTERS' INK hard names. Let him be warned! The "Little Schoolmaster" is not only right, but has access to the Century Dictionary as well.

THE Cherokee *Cosmos*, of Kremlin (Wild Horse), O. T., is published by Albert & Albert, and is announced to be the official paper of the fourteen north townships of O County (whatever that may be), and "the only strictly truthful paper in the strip." This is the only paper known to PRINTERS' INK whose circulation is not "rapidly increasing."

ON another page a correspondent directs attention to a curious use made of the want column of a local paper. The possibilities of the want column are by no means fully appreciated. The time will come when its sphere of usefulness will extend far beyond anything thought of to-day.

THE new advertiser, after a good deal of talk with advertising men, gradually comes to the conclusion that no one knows much about advertising. The old and experienced advertiser is frank in his admission that he knows next to nothing about it. That the advertising expert is no wiser than the others everybody knows.

THE short essays on how to advertise in a State, that are now appearing weekly in these pages, will eventually be presented to the public in book form, after undergoing such revision as will be necessary to note changes and bring the information down to dates.

EACH chop chips a chip, each ad adds trade. The sharper the axe, the larger the chip. The more effective the ad, the better results. It's the last chop that fells the tree. To its effectiveness is added that of all that have gone before. So also it is the last ad that is most effective. Had it not been for the first chip the last could not have been cut. If it could the effect would have been nil. So, too, with the last ad. It was smaller than the first and cost less, but it felled the tree of success, scattering branches of prosperity over ground that was bare before.

MOST printed matter is carried in the United States mails at a cent a pound. No other country in the world, except Canada, does such a service at such a price. The postal deficiency is wholly caused by carrying printed matter at less than cost. If the price received for this service were sufficient to cover the outlay entailed by it, the present postal deficiency would be changed to an annual surplus of \$25,000,000 from the day the change went into operation.

The plea that newspapers ought to be distributed at less than cost, on the ground that they educate the people, is bosh. Newspapers are not more educational than books, and one of the most constant complaints that one hears in postal matters is that publishers succeed in getting out books in the form of serials or libraries and secure transportation for them at the same rate allowed to daily or weekly papers and the magazines. It is hard to state a good reason why a book of beneficial tendency may not go through the mails, in paper covers, at as low a rate as the same weight of newspapers of a tendency quite the opposite.

The trouble about handling the mails in the great cities all hinges upon the glut of printed matter. There are single papers now published at 25 cents a year that require half a dozen mail cars to carry out one issue.

The effect of the cheap postage has been to so multiply the newspapers of the United States that they now outnumber those of all the world beside, and the product is not a higher average grade of newspaper than before the low rate went into effect, but quite otherwise. The increase of trash is enormous and is growing, and although there are dozens of better journals than any that existed before, there are as many hundreds that are worse. The tendency is rapidly towards giving away the paper and depending for a profit solely upon the advertiser. Two of the best and most popular papers known—the *Weekly Tribune*, of New York, and the *Inter-Ocean*, of Chicago—are now sold by tens of thousands at 25 cents a year. The common price of a country weekly will be 25 cents a year before five years, if a change in the rate of postage is not made. The result will be poorer paper, poorer press work, more slipshod methods and discredit to journalism altogether. What reasons exist that make it desirable that newspapers shall

continue to have work done for them below cost? Do the publishers of really good papers believe themselves benefited by the low rate, in the face of the facts known to them concerning the sort of competition which it compels them to face?

Printed matter at the post-office is divided into two classes—second and third. The rate charged for one class is ten times as much as for the other. A postmaster-general has asserted that not one post-office employee in a hundred is capable of always deciding in which of the two classes printed matter offered for mailing belongs. Examination of the matter offered will not decide the question. Something more is requisite. The mind of the person offering the matter to be mailed must be looked into and the object he has in view decided upon.

Of all the puzzling questions with which the post-office has to deal on the subject of postage 99½ per cent arise in connection with printed matter.

What would be the harm in adopting a uniform pound rate for mailing all printed matter, fixing it high enough to cover the cost and doing away with all puzzling questions? At the first suggestion of this idea almost every newspaper publisher will be inclined to protest. It is doubtful, however, if mature deliberation will not convince most of the best of them that their own interests, as well as the interest of the postal service, would be advanced by the change.

### BARBERS AS ADVERTISING MEDIA.

A reporter of PRINTERS' INK lately interviewed Mr. Wilbur F. Wakeman, general secretary of the "American Protective Tariff League," which has lately adopted a novel method of introducing its literature to the public.

A person who is supposed to be friendly to protection receives a type-written letter from the league requesting him to furnish the name of his barber, on a card which is inclosed for the purpose, so that the publications of the league may be sent to him.

"That scheme," said Mr. Wakeman to our representative, "is original with us and it is a good one. It would be too expensive to send printed matter direct to all the 60,000 barbers in the United States, besides not all of them are in sympathy with our cause, and much of it would be wasted. By



having a good Republican introduce us to his barber by means of this card we know that our documents will fall into good hands and reach those who are in sympathy with our work. This is the most successful method of sending out documents we have ever tried.

"We haven't decided yet what class of reading we will send out in this way. We may send franked matter. It depends on circumstances. A great many documents are frankable, and, of course, a great deal of our matter is sent out under the frank of congressmen and senators. It is mailed and franked in New York. It is not necessary, as many suppose, for the official to write his name on each separate parcel of mail matter. In fact, he don't have to write it at all. He furnishes us with a rubber stamp representing his autograph, and we simply stamp as many wrappers as we want and send the matter out. There is nothing to prevent mailing fifty tons of matter in this way every day.

"This franked matter consists of public speeches and documents which we print ourselves here in New York, and in a different shape from the official form. They are in the shape of an ordinary sized book, and are mailed in sealed envelopes like the specimen I show you. We are sending out about 200 bags of mail a day.

"The only paper we have now is the *American Economist*, which we send out as second-class matter. The regular edition is from 12,000 to 18,000. Of course we are allowed to send out as many sample copies as we please. We had another second-class publication, the *American Defender*, some months ago. A reporter from PRINTERS' INK was sent up here to inquire how we sent it out, etc., which I considered an underhand piece of business, and which I would not be guilty of in connection with another man's business. There was nothing to conceal about the matter, but I did not want to be drawn into a controversy. I am not here for any fight. We are to teach the principles of protection, and any controversy would, more or less, affect our usefulness. After their reporter had been here PRINTERS' INK quoted us in connection with their fight with the post-office. Personally, I am in sympathy with them. I think their journal is a bright, useful publication, and have always believed it should have the privilege of 2d-class matter."

## TOO BIG AND TOO JUST!

*The Evening Item, Philadelphia, Feb. 9.*

For some reason which has never been satisfactorily explained, the Post-Office Department, during President Harrison's administration, refused Geo. P. Rowell & Co., the proprietors of PRINTERS' INK, a trade and advertising publication, the same mail privileges which are granted to all other second-class matter.

As PRINTERS' INK certainly comes within the line of second-class matter, the present administration has righted the wrong so far as to remove the embargo.

But, in order to recompense Rowell & Co. for the extra expense they were put to by compelling them to pay first-class postage on their journal, bills have been introduced in both the House and the Senate directing the Secretary of the Treasury to pay back to them the sum of \$24,833.50.

As this sum represents the amount of extra postage Messrs. Rowell & Co. were unjustly forced to pay, the bills should have the vote of every lover of fair play in both the House and the Senate.

Uncle Sam is too big and too just to retain money to which he is not rightfully entitled.

MR. LYMAN D. MORSE, of the Bates & Morse Advertising Agency, has long been known as one of the most skillful and painstaking men in the trade. In some respects he is unexcelled by any other man. His strong points are good display and good position. No one ever accused him of paying a publisher more than he ought. It is doubtful if any advertiser ever took his business elsewhere, after intrusting it for a time to Mr. Morse, without afterwards admitting to himself that the principal outcome of the change was greater cost and less benefit.

FRANK B. STEVENS, of Boston, inserted a triangular ad of Dr. Hilton's Specific in the Boston *Post*, in its issue of Jan. 28, which well illustrates what an advertising agent can do with a publisher. The ad extends across seven columns at the base, running to a point at the top of the page, which necessitated the breaking of the seven columns of reading matter and the setting of the type down to a point on either side of the triangle. PRINTERS' INK has never seen precisely the same thing attempted elsewhere.



SUGGESTIONS FROM CHICAGO.

WHERE STREET ADVERTISING IS THOUGHT  
SUPERIOR TO NEWSPAPER ADVERTISING.

*By a Native.*

This morning, after the heavy snow-storm, all downtown streets were piled high with drifts. Of course the hustling advertising manager had made use of these conspicuous drifts. This time it was the Chicago *Mail* who got in ahead. On the top of these drifts up and down the streets were large placards printed in red ink :

KEEP OFF THE GRASS  
AND READ  
THE CHICAGO MAIL.

The little joke helped the advertisement. For one man would call the attention of another to the sign and both laugh together. Perhaps a comment on the qualities of the newspaper followed, and a reader or an advertiser was gained.

\* \*

Just now in the city there is an unworked scheme for advertising. Somebody ought to use this crowd of street sweepers and cleaners. Their broad backs present a splendid space for a bill or card. They could easily be hired for a day to display such a card : "We read the *Journal*, it gives sound, restful sleep," or some such display. It would be noticed by all and attract attention.

\* \*

Another suggestion. When these gangs of men quit at the noon hour and at night let them yell in concert the name of some newspaper—

"Rah, rah, rah,  
Read the *Dispatch*,"

or something similar. The effect would be magical.

AN AMBITION ACHIEVED.

Offices of  
CHANCE-MATTHEWS PRINTING CO.,  
Frank S. Chance, Sec'y-Treas.,  
INDIANAPOLIS, Ind., Feb. 2, 1894.

*Editor of PRINTERS' INK :*

Here is a little squib that brought us trade :

If you want some printing done  
We'll do it nice for little mon ;  
Give Chance a chance  
At Eleven Vance,  
Chance-Matthews Printing Com.

I send this with the hope of being patted on the back by the little sheet whose pages I swear by.

F. S. CHANCE.

ON the question of the commission allowed to advertising agents by publishers, one person says that he "don't know any reason why a publisher should allow the agent any commission." There is not ! Neither is there any reason why a man who raises oranges should sell to a dealer any cheaper than to the boy who wants an orange. In business life, however, the dealer is found to be a convenient factor. If one orange grower had the good-will of all the dealers he might dispose of his crop more readily than another who had the good-will of all the boys.

CORRESPONDENTS at a loss to know what sort of items are valued by PRINTERS' INK are referred to its columns. Any fact or circumstance likely to interest or instruct an advertiser, or to lighten his labors, is appreciated and desired. Quaint advertisements, advertising jingles, examples of advertisements that have proved unexpectedly or unusually effective, anything that a student of advertising is likely to read with profit or will tend to lighten his labor are specially desired. "The Little Schoolmaster" in instructing his classes wishes to be always sensible, always wise and kind, but ever to avoid falling into the error of being too solemn.

SEND for a copy of the daily *Public Ledger*, of Maysville, Ky., and look at its unique heading. Any one can see at a glance that the publisher of that paper don't give away his advertising space. There is a great deal to be learned about the advisability of publishing a small paper. Almost always a small paper may be relied upon to be rather good. A great majority of papers published could be improved by reducing the size one-half or one-third, and making up the difference by leaving out waste space, omitting superfluous leads and that sort of thing.

THE UNRIVALED DOCTOR.

Dr. Fish purports to be a South Dakota celebrity. The lecture committee of De Smet recently issued the following announcement :

In compliance with our wishes

The unrivaled Dr. Fish is

Going to lecture to our people on the issues of the day.

And the doctor in his lecture

Will leave nothing to conjecture,  
But will marshal facts and figures in his own peculiar way.

There was more of it, but the above will serve as a sample.

## THE WANT COLUMN.

COHOS, N. Y., Feb. 9, 1894.

Editor of PRINTERS' INK:

The want columns of the average daily paper have grown to immense proportions. Except to those in search of employment, the comparatively few advertisements, classified under the heading "Lost," are the most interesting to the general reader. Sums of money are among the most frequent losses of the careless native, but it occasionally becomes necessary to advertise as lost bulky articles of more or less value. Here is an ad

which has been running in the *Dispatch* for the past three months:

LOST—Twenty-five pairs of stepladders with "J. H. S." stamped on them. A suitable reward will be paid to any one who will notify me where to find them by postal or otherwise at my paint and paper store, No. 66 Oneida street, Cohoes, N. Y.

"J. H. S." is Mr. Swatling, the painter, who takes this method to recover stepladders which have been left standing around the city where his workmen have been employed. W. E. S.

←→→→  
\$15.60 FOR \$1.10.

The Cincinnati *Times-Star* sends circulars

to advertisers in the classified columns of other papers, stating that they will insert a line classified ad in their morning and evening editions, c. o. d., one month for \$1.10, and mail two copies of the paper one month to the advertiser and a person named by him. This service, they state, is worth \$15.60.

An item in the *Advertiser's Gazette* of October, 1868, says: "Mrs. Winslow's Soothing Syrup is advertised \$65,000 per annum. It is doubtful if there is any other proprietary article in America which has been advertised for so many years and with such marked success as this one. Its sale to-day is reported as being larger than ever before and this is due, at least in part, to the fact that its newspaper advertising has been constant and systematic. All contracts are made by the year—all good contracts are continued, and not even in the dullest of times is its work either suspended or discontinued. Mr. King is a wise manager and at the head of a most successful department.

A good ad, like a good salesman, only hunts markets for worthy wares.—J. Scarborough.

## Advertising Rates per Line for DAILY PAPERS in New York and Brooklyn. Compiled by CHAS. K. HAMMITT.

Measurement 14 lines to inch. Chargeable DISPLAY actual depth of the display type or entire space where column rules are omitted.	Herald.	Tribune.	Times.	World, Sunday.	World, Daily.	World, Eve'g.	Sun, Daily.	Sun, Eve'g.	Press.	Recorder, Daily.	Rec'd, S, S, D, Y.	Advertiser.	State's-Zeit'g.	Journal.	Mail and Ex.	Post.	Telegraph.	News.	Eagle.	Times.	Citizen.	Standard Union.
General Advertising.	\$0.45	.30	.30	.35	.30	.35	.40	.30	.30	.25	.30	.20	.15	.35	.20	.30	.20	.30	.15	.12	.15	.15
Display.	.90	.60	.60	.70	.60	.35	.60	.30	.30	.25	.40	.30	.40	.60	.30	.30	.30	.30	.25	.12	.15	.15
Business Notices.	.75	.60	.60	.60	.60	.35	.60	.30	.30	.25	.40	.30	.40	.60	.30	.30	.30	.30	.25	.12	.15	.15
Excursions.	.25	.20	.25	.35	.30	.30	.25	.15	.15	.15	.15	.15	.15	.15	.15	.15	.15	.15	.15	.12	.15	.15
Financial.	.40	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Fishing Tackle.	.40	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Furniture.	.40	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Gents' Furnishings.	.40	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Horses and Carriages.	.30	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Hotels—City.	.30	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Hotels—Out of Town.	.30	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Int. and Div. Notices.	.30	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Machinery.	.45	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Medical.	.50	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
New Publications.	.25	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Pianos and Organs.	.45	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Purchase and Exchange.	.45	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Railroads.	.25	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Real Estate.	.25	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Sporting Goods.	.25	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Steamboat and Shipping.	.25	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Summer Resorts.	.25	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10
Winter Resorts.	.25	.30	.30	.35	.35	.35	.40	.30	.25	.30	.25	.20	.30	.25	.20	.25	.25	.25	.25	.15	.15	.10

\* See rates for special advertising. CHAS. K. HAMMITT, Advertising, 231 Broadway, New York, U. S. A.

## THERE ARE THREE MORE.

Two papers have been discovered which do not allow the agent's commission to everybody that asks for it. One is in Brockton, Mass., and the other in Philadelphia. Is there a third?—*PRINTERS' INK, Feb. 14.*

Yes, Baltimore *Sun*, New York *Herald* and Boston *Globe*.

NEW YORK, Feb. 15, 1894.

E. F. DRAPER.

## STILL ANOTHER.

Offices of  
"THE NEW HAVEN REGISTER," }  
NEW HAVEN, CONN., Feb. 14, 1894.

Editor of PRINTERS' INK:

In reading over your interesting items we note that you publish the fact that "two papers" have been discovered that do not allow the agent's commission to every one that asks for it, stating that one is in Brockton, Mass., and the other at Philadelphia. Query: "Is there a third?" We would reply that there is a third, which is the old *New Haven Register*.

BENJ. E. BROWN,  
Business Manager.

## NOT TO EVERYBODY, BUT TO NEARLY EVERYBODY.

Office of  
"THE PORTLAND TRANSCRIPT," }  
PORTLAND, Me., Feb. 15, 1894.

Editor of PRINTERS' INK:

Our attention has been called to an editorial item saying two papers did not give "agent's commission to everybody that asks for it." Did you ever hear of the *Transcript* allowing agent's commission to everybody?

"TRANSCRIPT" COMPANY.  
Per C. W. P.

## DISTRIBUTED BY HANDFULS.

From the *St. Joseph (Mo.) Herald*.

I was sitting in Andrew Fleming's store, on Felix street, the other day when a boy opened the door and threw in a handful of dodgers advertising some patent medicine. "There," said Mr. Fleming, "that's one of the worst nuisances committed in the city. About every half hour some 'kid' comes along, swings the door open and fires in something less than half a ton of printed matter, scattering it over the floor, making a great litter, and in four cases out of five goes away and leaves the door open. Sometimes they throw in a cart load of patent medicine ads, with the rubber stamp imprint of a local dealer on them, who, I am told, takes the job of distributing advertising matter for outside people at so much per thousand, and puts his name on it to avoid paying a license. I don't care whether he has a license or not. I want him to keep them away from here, or he'll be a boy short one of these days."

"ADVERTISING," says a well-known authority, "is a struggle for prominence." The man who is too conservative forgets this. If he increased his outlay to make it appear remarkable it would be the additional portion that would count more than the original sum, just as with the man seven feet high it is the seventh foot which attracts the attention rather than the first six, which, without the seventh, would make him only an ordinary mortal.—*North Attleboro (Mass.) Chronicle.*

## AN EXACT STATEMENT OF A FACT.

Bank President (ex-Postmaster-General) James says: "A man of wealth rarely reads circulars sent to him, even though letter postage be paid; it may reach his hand, but the subject matter has no chance of reaching his head; he will glance at the heading to see if it has any reference to his church, his club, or the business enterprise in which he holds stock, and finding it does not refer to any such matters, he will throw it in the waste basket." This is likewise true concerning all busy men whose mails are burdened with circulars.—*From A. B. King's Circular.*

## PUCKERS HIS LIPS.

"I have found that a box of good five-cent cigars is as good an investment as I can make. I always pass them to the country subscriber who pays his subscription. The slight gift inspires a friendly feeling on his part. He puckers his lips around the weed and goes away happy, and tells everybody he meets what a fine fellow the editor is." So says a member.—*Michigan Press Association—Monthly Bulletin.*

NO WEEKLY which is a mere side issue to a daily can succeed. It may be printed from the office of a daily, but it must be edited solely with an eye to the wants of the people among whom it must find its patrons. It must have a staff, the same as though no daily were issued. The news must be winnowed of all sensationalism, all falsification, and presented in a compact, yet bright and interesting way. The various departments must be edited for it alone, and the editorial page written expressly for it. It must be a clean paper, for it is read by every member of the family. It requires as much talent and skill—perhaps more, in special lines—to conduct a general weekly so successfully as to give it a great subscription list as it does to make a great and successful daily.—*F. T. Lane, of Toledo.*

THE Washington *Evening News* publishes a blank square, bordered by heavy rules, with a scare-head invitation to poke your finger through the square. The reader who follows instructions finds his finger protruding through a grocer's ad on the reverse side of the page, the head-line of which reads, "Curiosity prompted that poke, didn't it?"

In the February *Clothier and Furnisher* is a bronzed green page announcing straw hats, the ad being covered by a gold bronzed hat, held in a silver bronzed hand. The reader must raise the hat to read the ad. The blend of colors presents an artistic appearance, and no observer can refrain from lifting the hat to see what is under it.

THE *Weekly Gleaner*, a Tennessee colored man's newspaper, printed at Knoxville, announces its principles: "Good morals first; then education and wealth." Its motto is: "As servant of all, we shall defend the church, virtue and our race."

THE editor who is always feeling the pulse of the people is not really interested in their heart-beats. It is his own circulation that he is looking after.—*Life.*

THE oldest newspaper in America is the Newport (R. I.) *Mercury*. It was established by Benjamin Franklin in the year 1758.

### THREE CONNECTICUT CONUNDRUMS. THE NEXT POSTMASTER OF NORFOLK IS A FRIEND TO "PRINTERS' INK."

*By the Editor of the Berlin News.*

Does the typographical appearance of a newspaper or periodical add to its chances for success, other things being equal?

If any of you had occasion to make a purchase at the grocery or meat market, and there were two stores side by side, one the picture of neatness and cleanliness, with the goods tastily arranged, the place and purity of every article studied for the best effect; and the other store that had never been swept for a week, perhaps, with exactly the same quality of goods and prices, all piled up in confusion, regardless of surroundings, the fancy crackers under the codfish, the butter tub side by side with the kerosene barrel, and an attendant with the tobacco juice oozing from the corners of his mouth, and his coat sleeves showing the absence of a handkerchief—which store would you be likely to give your patronage to?

Take two newspapers published in the same town, each with the same circulation and editorial ability at their heads. One, the perfection of typographical neatness, the stock of fair quality, the ads tastily and artistically displayed, press-work good, proofs carefully read, etc. The other, using the cheapest woodpulp stock, no thought given to the display of an advertisement, the columns thickly studded with black, almost repulsive-looking electrotypes, numerous lines of heavy gothics and wood-type, its matter dumped in regardless of place, ink sufficient on one page for a three-sheet circus bill, and the opposite page so light as to need a magnifying glass to bring out the letters—which, may I ask, were you a merchant wishing to place an advertisement, or a resident wishing to subscribe to a local paper, which one would you be the most likely to patronize?

#### A GRACEFUL LETTER.

GRAND HOTEL NEW YORK.  
FLORENCE, Italy, Jan. 26, 1894. }

*Editor of PRINTERS' INK:*

The very beautiful effect of the municipal signs of Rome (S. P. Q. R.) causes one to wonder why some enterprising type-founder has not long ago copied this graceful letter. It would be a most valuable acquisition to the series of types now in vogue for high-class advertising. The nearest that we have to it are, I think, the Elzevir and French Old Style faces, but the old Roman letter is much more graceful and striking than either of these. In well-printed mediums an artistic letter is often more effective in catching the eye than a heavy black type, the outlines of which are awkward and clumsy. Perhaps some American type-founder will take the hint.

JOHN IRVING ROMER.

#### MAY BE ONE OF THAT SORT.

Office of CURTIS & FRENCH,  
PIANOS AND ORGANS.  
RED BANK, N. J., Feb. 12, 1894. }

*Editor of PRINTERS' INK:*

Business depression has cheapened everything we buy, excepting advertising space. Why is this?

E. FRENCH.

Dr. Johnson once said that many of the most surprising facts were not true.

A truthful paragraph patly put pans out profit to the prudent advertiser.—*J. Scarboro.*

NORFOLK NEWS AND COURIER, established 1890, afternoon daily.

PORTSMOUTH PROGRESS, successor to the *Enterprise*, established 1873, and the *Times*, established 1870. The only daily paper published in Portsmouth. Population about 20,000.

SUFFOLK DAILY PROGRESS, the only daily paper published in Suffolk. Population about 5,000.

#### Weeklies.

TIDEWATER TIMES,  
VIRGINIA GRANGER,  
NEWS AND COURIER,  
SUFFOLK PROGRESS,

NORFOLK, Va., Feb. 12, 1894.

Whatever influence is possessed by the seven papers above shall be used for all it is worth to do justice to "The Little Schoolmaster." If PRINTERS' INK was not entitled to second-class entry in the mails no paper in the country was. I shall take occasion to thoroughly acquaint our member of Congress with the justice of your bill.

W. W. DEGGE, Manager.

#### A MODEL LOCAL.

One of the most noticeable of recent improvements in this city is the new undertaking establishment of W. W. Whitson & Co., at the corner of Fourth and E streets, which is one of the finest places in this line on the entire coast. The office is situated in the center of the E street front, off from which on the right is a commodious and handsomely furnished funeral parlor. On the left is a reception room, Mr. Whitson's private office and the entrance to the two casket rooms, where burial cases of elegant design are shown, while in a room beyond are coffins and less pretentious caskets of all descriptions and sizes, and still farther removed is the embalming room and workshop.

This enterprising firm has deserved its success. W. W. Whitson, the senior member, who was formerly a druggist and student of medicine, has resided here about seven years, and is an energetic and successful business man, while George W. Anderson, his associate, has had years of experience as a funeral director, and is a recognized authority on the art of embalming. New methods and new ideas have divested the undertaking business of many of its former objectionable features.—*San Diegoan Sun.*

These gentlemen are wide awake and can save money to people who deal with them. Mr. Whitson owns a fine ranch at Alpine, and is thoroughly in touch with the masses.—*Poway (Cal.) Progress.*

#### STATING IT MILDLY

MARIANNA, Fla., Feb. 9, 1894.

I deem PRINTERS' INK the biggest little thing I ever saw in the line of a teacher and all-around adviser. Have learned more from it than all other periodicals put together.

JAS. S. GARDNER.

#### ON STATEN ISLAND.

NEDERLAND LIFE INSURANCE CO.,  
NEW BRIGHTON, S. I., N. Y., Feb. 13, 1894. }

PRINTERS' INK has been a great help to me in writing our advertisements for this section of the country.

JAMES ANDREWS,  
General Agent.

THE Buckhannon (W. Va.) *Delta* prints as its motto: "A weekly newspaper, with two objects: To please the public and support the editor."

"Adversity" and "advertising" look something alike at first glance; but the business man who advertises judiciously seldom meets with adversity.—*Semerville Journal*.

THE man who gets mad at what the newspapers say about him should return than three times a day for what the newspapers know about him and don't say.—*Waupun (Wis.) Times*.

THE *Sunday Star*, at Wilmington, Del., has what it denominates "a charming woman's page," "a red hot political page," and its "Man About Town" department is reported to be a great hit.

THE *Southern World*, a weekly printed at Blue Ridge, Ga., is conspicuously announced to be "published for people living on the earth," yet it is probable that one-half of the people are totally unaware of the fact.

It is said that the *Kansas City Star* has a weekly circulation of over 100,000 copies. Its terms to subscribers are 25 cents a year to persons living west of the Mississippi River and 50 cents to those living east of that stream.

R. B. GELATT, who has had editorial charge of the *Detroit Tribune* for the past two years, has resigned his position to go to Washington, D. C., where he has purchased an interest in the *Evening News*.—*Detroit Journal*.

THE *Locomotive*, a monthly periodical, issued at Wilmington, N. C., is devoted to discussion of questions of interest to steam users, and will be mailed regularly (free) to persons interested in the use of steam, upon application.

BEHOLD the fool saith, "put not all thine eggs in the one basket," which is but a manner of saying, "scatter your money and your attention," but the wise man saith, "put all thine eggs in the one basket—and watch that basket."—*Mark Twain*.

## Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS.—Send for lists. E. T. PARKER, Bethlehem, Pa.

## TRADE MARKS.

Information and advice in relation to registration free. Unsurpassed facilities. Want circular? GLASSCOCK & Co., Pat. Att'ys, Washington, D. C.

## RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.

100,000 CIRCULARS

Send for Samples.

\$30.00. AVERY L. RAND, 127 Purchase st., Boston.

BEST  
HALF-TONE  
PORTRAIT,  
Single col.,

CHICAGO PHOTO ENG. CO., 126 Madison.

\$1.50

COIN! COIN!! COIN!!!

Our patent Coin Mailing Card brings it every time. Be in line with hustlers for circulation. Cheaper than postal notes. It will help you. Try it! Samples free. ALVOHD & CO., Sole Props. and Mfrs., Detroit, Mich.

Arthur's and  
Peterson's. RATES,  
\$100 PER PAGE

F. E. MORRISON, Adv. Mgr.,  
500 TEMPLE COURT, N. Y.

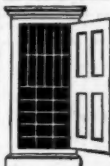
FRENCH  
ADS.

French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. JOS. FRANCOIS, 1500 Notre-Dame Street, Montreal, Canada.

Vandercook Engraving and Pub. Co.,  
"ENCRAVERS."

Three methods of engraving: Wood engraving, zinc engraving, half-tone engraving. Illustrating of town, family histories, land company catalogues, fine souvenirs, books, publications requiring high-grade engravings. Engravings for college annuities, board of trade publications. Specialists in half-tone engraving.

407-415 Dearborn St., Chicago, Ill., U.S.A.



## WIRE SHELVING

For many purposes possesses advantages over any other kind. It is clean, light, handsome, strong; harbors no vermin, collects no dust, occupies least space. Send for catalog.

POPE RACK CO.,  
St. Louis, Mo.

## STUDY LAW AT HOME.

TAKE A COURSE IN THE  
Sprague Correspondence  
School of Law.

(Incorporated.) Send ten  
cents (stamps) for  
particulars to

J. COTNER, JR., SEC'Y  
DETROIT, MICH.  
25 Telephone Bldg.



I HAVE A CARD FOR CHECK-  
ing the Insertions of Advertisements. The best system in existence. Cards cost \$5.00 per 1,000, \$2.50 per 100.

ADDRESS,  
WM. JOHNSTON,  
MANAGER PRINTERS' INK PRESS,  
10 SPRUCE STREET, NEW YORK.

WE CONTROL  
NINE-TENTHS  
OF ALL THE  
STREET-CAR  
ADVERTISING  
IN . . . . .  
NEW ENGLAND

For rates and other information address,

Union Street R'y Advertising Co.

M. WINEBURGH, PRES'T.

TIMES BUILDING, NEW YORK.

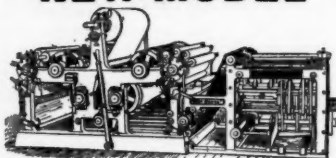
48 CONGRESS ST., BOSTON.

SEND FOR A COPY OF

"Facts," "Success," "Originality,"  
"All," "How," "Great," "Who,"  
"What," "Not," "Cobwebs,"  
"Boston."

## THE "NEW MODEL" WEB

Perfecting



Newspaper

WILL PRINT, PERFECT,  
PASTE AND FOLD 8 TO 10,000

**PRESS.**

FOUR OR EIGHT-PAGE  
PAPERS PER HOUR.

CAMPBELL PRINTING PRESS AND MFG. COMPANY,  
160 William Street, New York.

334 Dearborn Street, Chicago.



## Spring

APRIL  
MAY  
JUNE  
ISSUES.

These issues last year each had a circulation of over **365,000 copies**, exclusive of sample copies or exchanges. They will be larger this season. **No advance in rates.**

Particulars of the publishers,  
**S. H. MOORE & CO., New York.**

APRIL FORMS CLOSE MARCH 5th.

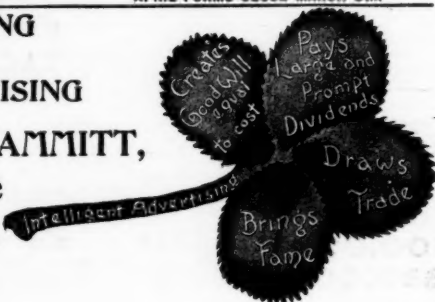
ANYTHING  
IN  
ADVERTISING

CHAS. K. HAMMITT,

Two-Thirty-One

BROADWAY,

NEW YORK.



## HE PREFERRED CREDIT.

"How do you sell your tea?" asked the man from far up the creek, who didn't come to town very often.

"For cash the price is 50 cents," said the grocer, "but if we charge it we ask \$5.00."

"Gimme a pound," said the settler.

The grocer did up the tea, and passing the parcel over to his patron held out his hand for the half dollar.

"I'll have it charged," said that individual, with the expression of a man who could appreciate a good thing and knew when he had it.

It is on this principle that many printers buy printing inks.

A case in point. I am widely known as a good printer! As the manager of the Printers' Ink Press it is known that I use only the best material. I have observed that in buying printing ink printers uniformly pay more attention to a thirty-day postponement of pay-day than to a 30 per cent reduction in price. For four consecutive weeks I have offered in PRINTERS' INK to sell news inks, best in the world (warranted), at four cents a pound, in 500-pound barrels; at six cents a pound, in 25-pound kegs—check with the order, every time. I have received exactly seven orders, amounting to a total trade of \$29.75; and yet my announcement has been read weekly by more than a thousand employing printers who pay twice as much for a lower grade of goods.

It was and is an experiment. My prices still remain

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

The goods are delivered at any railroad or steamboat in New York City, and satisfaction is guaranteed.

Printers who will give their pressman half the amount they save in buying of me will learn that the goods I send are the best News Ink he has ever used. I issue no circulars, have no specimens. All that I need is to see a copy of the paper to be printed; to know the kind of press used and the temperature of the press-room, and, most important of all, a check with the order. Satisfaction is guaranteed every time. Address

WM. JOHNSTON,  
10 Spruce St., New York.

## LAST YEAR 4,000, THIS YEAR 100.

Last year the American Newspaper Directory contained 4,000 advertisements of newspapers, which was one-fifth of the whole number published.

This year the American Newspaper Directory has solicited advertising orders from only 2,000 papers, applying only to such as are of actual importance to advertisers, that is to only one-tenth of the papers published. From this limited constituency it could not, of course, obtain 4,000 orders. It has not, in fact, received so many as 200. It has, however, received orders enough to make it certain that the next issue will contain the advertisements of a handsome percentage of the very best publications, for it is only these that have availed themselves of the opportunity to place a statement, surrounded by a border, right in the body of the book and where an advertiser cannot fail to see it.

When the Directory is out next May, and you see what an effective advertisement it was possible for you to have had in it, at the small cost of \$25 or \$50, it is probable that if you have failed to avail yourself of the privilege you will then feel sorry that you neglected the opportunity.

For further information address Geo. P. Rowell & Co., publishers of the American Newspaper Directory, No. 10 Spruce street, New York.



She is rather good looking  
But lacks sense!  
She dissolves

### A Ripans • Tabule

On her tongue  
Instead of  
Swallowing it whole.  
It does its work  
Either way,  
But the last is the way intended,  
Nevertheless,



✱

## SAMPLE COPY EDITIONS.

A COPY of PRINTERS' INK, of the issue of Wednesday, February 28, will be placed on file at every Young Men's Christian Association reading-room throughout the United States and Canada. These reading-rooms are the resort of thoughtful young men. Every such reading-room ought to subscribe to PRINTERS' INK and file it with regularity, for the teachings of the "little schoolmaster in the art of advertising" are what the youth of today need to transform them into the successful business men of the future.

THE list of general advertisers just issued by the American Newspaper Publishers' Association is the most thorough compilation of what may be called "a working list" that PRINTERS' INK has seen. It is probable that copies may be obtained through members of the association. The advertisers named are all respectable and responsible. In many cases the person or agency in charge of placing the contracts is named. With scarcely an exception the people catalogued are, or ought to be, readers of PRINTERS' INK. Every advertiser will be vastly benefited by its weekly teachings. For the purpose of inviting subscriptions a sample copy of the issue of March 7 will be mailed to every person or firm named on this list who are not already subscribers.

THE New York Newspaper Union have been large advertisers in PRINTERS' INK for many years. They have kept a list of all the people most likely to be interested in advertising of papers of local circulation, and copies of that list have been furnished to the publishers of PRINTERS' INK. For the purpose of interesting those persons in PRINTERS' INK, and securing subscribers from among them, a sample copy of the issue of Wednesday, March 14, will be mailed to every one of them. Advertisements intended for that issue should be sent in one week previous.



# THE SUNDAY STAR

## OF WILMINGTON, DELAWARE,

### A LIVE NEWSPAPER OF TO-DAY.

Industry that keeps all busy during work days.

### LOCAL AND NON-PARTISAN

that no business man who wants to reach the people of Delaware can afford to neglect.

### THE ADVANTAGES OF THE STAR.

The STAR has many advantages as an advertising medium. In character of news and general features it is really a daily paper, being the connecting link between the Saturday and Monday issues of the daily press. In addition to all the local and general news, it has many special features that make it attractive to the general reader. It gives careful attention to all industrial matters; its current review of theatrical events is the best in the State; it has a bright and up-to-date sporting page, and a charming woman's page, which is contributed to by some of the cleverest writers of the day. It has a *red-hot political page*, in which partisan topics on both sides are discussed by able writers of opposing political faiths. This policy of *giving both sides a show* has been a great and successful feature of THE STAR. Its *Man About Town* department has also been a great hit, and everybody is interested in it. Its editorials deal almost exclusively with local topics of current interest.

### BESIDES ALL THE ABOVE.

ries, poetry, etc., etc.

### PLENTY OF TIME.

Another advantage to the advertiser is, there is plenty of time to read THE STAR. It is delivered at the homes of the people early in the morning on the only day of leisure in the week, giving fifteen hours in which to read it. If one does not get to see it in the morning he may have a chance at it in the afternoon, or if he fails in the afternoon, he can read it in the evening. So that everybody—each member of the family—has a chance to read it, an advantage that will be recognized by a wide-awake advertiser.

### AS TO ITS STANDING.

tire in it.

All communications should be addressed to

**THE STAR PUBLISHING CO.,  
WILMINGTON, DELAWARE.**

Is a live newspaper of to-day, published in a city of 65,000 people, and is issued on the only day of leisure in the week. This means much in a town where everybody is interested in some manufacturing industry that keeps all busy during work days.

THE STAR is a non-partisan local newspaper. It is intensely interested in Wilmington affairs, and as a consequence the people are interested in it and read it thoroughly. This makes it an advertising medium that no business man who wants to reach the people of Delaware can afford to neglect.


THE STAR has many advantages as an advertising medium. In character of news and general features it is really a daily paper, being the connecting link between the Saturday and Monday issues of the daily press. In addition to all the local and general news, it has many special features that make it attractive to the general reader. It gives careful attention to all industrial matters; its current review of theatrical events is the best in the State; it has a bright and up-to-date sporting page, and a charming woman's page, which is contributed to by some of the cleverest writers of the day. It has a *red-hot political page*, in which partisan topics on both sides are discussed by able writers of opposing political faiths. This policy of *giving both sides a show* has been a great and successful feature of THE STAR. Its *Man About Town* department has also been a great hit, and everybody is interested in it. Its editorials deal almost exclusively with local topics of current interest.

In addition to these attractive features, it has a puzzle department for old and young big and little; also chess and checkers, and a literary page, which includes bright, original and carefully selected stories, poetry, etc., etc.

Another advantage to the advertiser is, there is plenty of time to read THE STAR. It is delivered at the homes of the people early in the morning on the only day of leisure in the week, giving fifteen hours in which to read it. If one does not get to see it in the morning he may have a chance at it in the afternoon, or if he fails in the afternoon, he can read it in the evening. So that everybody—each member of the family—has a chance to read it, an advantage that will be recognized by a wide-awake advertiser.

Ask anybody in Delaware—any merchant or other business man, or any intelligent person. Everybody knows about it, everybody reads it, and everybody who has anything to sell to Delawareans should advertise in it.





Jack Frost Gives Way To Spring.

VOLUME 6 N°3 (11145) PRICE 25 CENTS PER YEAR

MARCH 1894

PUBLISHED BY THE GANNETT & MORSE CONCERN AUGUSTA MAINE

## IF YOU

Haven't seen **COMFORT** lately send for a copy and examine its great improvements in matter and make-up. You will then understand why it has the largest circulation in America and why it is prized in a million and a quarter homes.

Here is the way advertisers speak of it:

We have found **COMFORT** one of the most profitable publications we have used, and only wish there were more mediums equally good.—*Bryant & Stratton, Correspondence College, Buffalo, N. Y.*

We consider **COMFORT** one of our best mediums. It paid us nicely, hence we increased our space.—*Rouse, Hazard & Co., Cycles, Peoria, Ill.*

Although my little card appeared but once, the inquiries and dollars keep coming right along. My advertisement not only proved a good investment, but **COMFORT** yields cash returns all the year round.—*C. H. Hastings, Publisher, Lynn, Mass.*

Space of agents or of us. **THE GANNETT & MORSE CONCERN, Publishers;** Home Office, Augusta, Me.; Boston Office, John Hancock Building; New York Office, Tribune Building.

### THE STATE OF MICHIGAN,

COVERED BY

The Illustrated Sun,  
 ✨ AND Sunday Sun,

WEEKLY  
 AVERAGE  
 FOR  
 1893,  
 100,816

WINTER & BAKER, - PUBLISHERS,  
 DETROIT, MICH.

THIS average was struck by Geo. P. Rowell's representative in Detroit from careful examination of post-office and express receipts and circulation books. IT GIVES RESULTS.

#### ADVERTISING RATES.

Yearly Contracts,	-	-	40c. Agate Line.
Transient,	-	-	50c. " "
Reading Notices,	-	-	75c. " "

For Special Discounts and Estimates for Advertising, address

S. S. VREELAND, 150 NASSAU STREET, NEW YORK.



COLORADO, 1893:  
Silver Output, \$17,737,800.00



COLORADO, 1893:  
Lead and Copper Output, \$4,000,000.00



COLORADO, 1893:

Agricultural and Live Stock, \$56,900,000.00



COLORADO, 1893:  
Gold Output, \$8,000,000.00



DENVER, 1893:  
Manufacturing, \$30,000,000.00

AN ADVERTISEMENT  
IN THE SUN PAYS

# THE COLORADO SUN

AFTERNOON—SUNDAY—WEEKLY.

CIRCULATION:

Colorado Evening Sun, 13,000.

Colorado Sunday Sun, 13,500.

Advertising Rates 6c. per Agate Line.

DISCOUNT ON ANNUAL CONTRACTS.

Publish each day nearly double the number of "Want" Ads run by any other Denver paper. A sure index of greatest local popularity.

Only afternoon newspaper in Denver publishing a Sunday morning edition.

Typographically, the SUN is one of the handsomest papers in the Country, giving special attention to attractive display of advertisements.

Subscription Price, 50 cents a month including big Sunday issue.

THE WEEKLY SUN.

RECORD		
4	24,991	
11	25,107	
18	25,154	
25	25,265	
1	25,306	
8	25,311	
15	25,311	
22	25,311	
29	25,311	
6	25,197	
13	25,311	
20	25,064	
27	25,219	
		25,333

FOR PAST 3 MOS.

Rate: TEN CENTS per Line.

NO DISCOUNT FOR TIME OR SPACE.

No other newspaper claims one-fifth the circulation of the WEEKLY SUN, which has more than three times the combined circulation of the other three Denver papers.

ONLY BIG WEEKLY IN THE ROCKY MOUNTAIN COUNTRY.

For Sample Copies, Space, etc., address,

**THOS. D. TAYLOR,**

MANAGER EASTERN OFFICE,

Tribune Building, New York City.

COLORADO, 1893:

Circulation Product Weekly Sun, 25,000  
Copies Each Week.



"THE EXAMINER," }  
SAN FRANCISCO, Jan. 31, 94. }

Mr. E. Katz, 186 World Building,  
New York:

Statement of circulation of the San  
Francisco Daily, Sunday and Weekly  
*Examiner* for the month of January,  
1894:

DEAR MR. KATZ—I enclose you  
statement of circulation for the month  
of January, which you will observe is  
only 63 short of 70,000 daily average.  
You will notice that we ran 110,000 of  
our big edition, and it may be argued  
that that raised the average; but if  
you will scrutinize the figures you will  
observe that we are printing 68,500, or  
thereabouts, every day now, and cir-  
culation is going up rapidly. You can  
with absolute certainty guarantee over  
70,000 for the month of February, and  
if there is any object can make con-  
tracts on that basis.

I am extremely desirous of having  
the fact of the *Examiner's* circulation  
impressed as forcibly as possible on  
the minds of the advertisers, and would  
be willing, if it met with your approval,  
to have some one, selected in New  
York in the interest of the advertisers  
or advertising agencies, to pay his ex-  
penses to San Francisco and back and  
give him \$100 for his trouble and have  
him inspect our books. If you think  
that this would be advantageous in any  
way kindly let me know at your con-  
venience.

I wish to add that in the January  
circulation, as at all times, the greatest  
care was exercised in the matter of un-  
sold papers and returns. Every paper  
represented is actually sold and had  
gone into the hands of bona fide pur-  
chasers.

Business here is fairly good, and I  
am glad to see that you are doing well  
in New York. Very truly yours,

W. R. HEARST.

By T. T. Williams, Bus. Manager.

January	1.....	67,500
	2.....	65,550
	3.....	66,500
	4.....	66,500
	5.....	66,200
	6.....	66,700
Sunday	7.....	77,800
	8.....	66,700
	9.....	66,700
	10.....	66,150
	11.....	66,200
	12.....	66,300
	13.....	67,300
Sunday	14.....	79,100
	15.....	66,500
	16.....	66,700
	17.....	66,700
	18.....	66,750
	19.....	67,500
	20.....	67,600
Sunday	21.....	79,400
	22.....	67,200
	23.....	67,200
	24.....	67,200
	25.....	67,600
	26.....	78,500
	27.....	69,500
Sunday	28.....	110,000
	29.....	67,600
	30.....	68,400
	31.....	68,500
Total.....		2,168,050
Daily average.....		69,937
Sunday average.....		86,575

WEEKLY.

January	4.....	77,250
	11.....	76,250
	18.....	77,250
	25.....	77,750
Total.....		308,500
Weekly average.....		77,125

For further particulars apply to

E. KATZ,

Eastern Agent San Francisco *Exam-  
iner*, 186 and 187 World Bldg., New  
York City.



# A Printers' Ink Souvenir



THE FIRST SPOON was sent on Saturday, January 13, to Messrs. Blackmer Bros. & Co., Manufacturers of Patent Adjustable Chairs, 41 East Indiana St., Chicago, Ill. THE SECOND, on Saturday, January 20, went to the Bowker Fertilizer Co., 29 Beaver St., New York. THE THIRD, on Saturday, January 27, and THE FOURTH as well, on Saturday, February 3, went to Mr. Frank R. Miller, 43 Chatham St., Boston, Mass. THE FIFTH SPOON was sent on Saturday, February 10, to Mr. W. W. Bennett, Sec'y of the Air Brush Manufacturing Co., Rockford, Ill.

Persons who wish a PRINTERS' INK SOUVENIER SPOON may, by reading the advertisement printed below, learn how it may be procured.

PRINTERS' INK likes to see what sort of circulars people use who seek advertising patronage. If you are an advertiser and get a lot of this sort of literature, we want it! Tell your boy to save it for us! Send us every Saturday all that have accumulated within a week. If what you send is a larger lot than we receive from any one else for the week, we will send you a silver spoon, and another and another, just as long as the lot you send is larger than comes from any other person. Please observe: Circulars from newspapers or others who use them for the purpose of soliciting advertisements are what is wanted—not ordinary business circulars. Address PRINTERS' INK, 10 Spruce St., New York.





## Do Men Read The Ladies' Home Journal?

*[Extract from a Chicago friend's letter]*

"As a matter of information that may interest you, they (The Cosmo Buttermilk Soap Co.) advertised their shaving stick in **THE LADIES' HOME JOURNAL** and a great many other magazines, and received from **THE LADIES' HOME JOURNAL** subscribers enough orders to pay for the advertisement, which result was not reached by any other medium."

**THE CURTIS PUBLISHING COMPANY**  
**PHILADELPHIA**

NEW YORK: 1 Madison Avenue

CHICAGO: 308 Home Ins. Building

**YOUR BUSINESS }  
OUR BUSINESS } = GOOD BUSINESS**

**YOU KNOW** what you have to sell. You know what kind of people have use for what you have to sell, and you know how to sell them the goods if you can find them and get them to listen to you.

**THAT'S YOUR BUSINESS.**

**WE KNOW** where to find your kind of people. We can send your message right in among them, so that they will be sure to listen to it. We can do this for you better and cheaper than you can do it yourself.

**THAT'S OUR BUSINESS.**

**TWO HEADS** are better than one. You tell us about your business, we'll tell you about ours, and together we will tell others, and bring you customers for your wares.

**THAT'S GOOD BUSINESS.**

**The Geo. P. Rowell Advertising Co.,**

**NEWSPAPER AND MAGAZINE ADVERTISING,**

**10 SPRUCE ST., NEW YORK.**